

Course Title:

Trademark protection

Course aims:

This course is aimed at providing specialist knowledge of Trademark Protection Law (TPL). Thus, main focuses are on the function, typologies and nature of the trademark; the sovranational scenario; the sectorial protocols, agreements and regulation, both at sovranational and European level; the European Court's Decisions; the registration process.

Intended learning outcomes:

- Learning outcome 1

Providing specialist knowledge in the field of TPL

- Learning outcome 2

Decision making, team work and problem solving in relation to the most relevant issues on TPL

- Learning outcome 3

Knowledge about trademark registration procedures

Course contents

	Hours
Title Subject 1	3
The function, typologies and nature of the trademark	
Title Subject 2	3
The sovranational scenario	

Title Subject 3	3
The Madrid Protocol and Agreement	
Title Subject 4	3
The EU Regulation 2015/2424	
Title Subject 5	6
European Court's Decisions	
Title Subject 6	6
Registration process: procedure, claims, rights, obligations, length and costs	

Course material:

We're going to use

- i) ppt presentations
- ii) other materials (eg. case study, reports, links, video, exercises, scientific articles)

Teaching method (max 500 characters spaces included):

- i) Lectures f2f
- ii) Practical exercises
- iii) Video
- iv) Group assignment (problem solving + simulation case/exercise) connected to some previous subjects

Assessment method and criteria (max 500 characters spaces included):

The assessment method is based on

- 1) the test method (weight 40%)
- 2) project work development (weight 60%)

Notes and prerequisites:

None

Course Structure

On-line phase (15/20h)	Face to face phase (24h)
(modules/topics you would like to address in the on-line phase on the training)	(modules/topics you would like to address in the face to face phase on the training)
The function, typologies and nature of the trademark	The function, typologies and nature of the trademark
The sovranational scenario	The sovranational scenario
The Madrid Protocol and Agreement	The Madrid Protocol and Agreement
The EU Regulation 2015/2424	The EU Regulation 2015/2424
European Court's Decisions	European Court's Decisions
Registration process: procedure, claims, rights, obligations, length and costs	Registration process: procedure, claims, rights, obligations, length and costs



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